Product Performance

Features | functionalities | future ready | partnerships | claims

Claim:

Our tool is much more sophisticated compared to other tools on the market, it has the ability to both automatically synchronise inventory across all your channels, but also automates the creation of new ads and keywords.

We have 15+ years proven track record with proven results – a results driven package!

Key Functions:

Automation - Creates new ads and keywords based on a real-time product feed.
Dynamic - Dynamically updates existing creatives with the feed information, including price.
Scheduling - schedules creatives in advance
Feed Products Everywhere - outputs new copies of your feed in various formats / more appealing to be used by marketing partners.
Account Structure - Automatically creates and maintains an account structure based on rules created by you.
Powerful
Granularity
Get it all from one solution
Full stack integration into systems you currently using to gain synergy
Scalable – Small/Large clients
Developed through practical experience – By marketers for marketers
Manageable from one interface
Configurable
Retail focused bolt on
Fast processing and publishing
Measurable results
Simple to use

Key Features Include

- Efficient - save time by automating the most tedious aspects of campaign building.
- Make your campaigns more profitable by minimising wasted media spend on out of stock products.
- Greater coverage resulting in increased traffic.
- Fast and Self efficient - both automatic and manual enhancements.
- Save time and money with an automated weekly/monthly account audit.
- Integratable - Incorporates multiple partners.
- Automated - allows promotions to be scheduled in advance (out of office hours) and at specific times.
- Easy to use - focused to be used by marketeers, as opposed to software developers.
- Possibility to work with national and local stock.
- Extensive optimisation and enrichment of the feed.
- Quick and easy setup wizards.
- Increase CTRs / QS - build highly targeted ads that are more likely to get clicked on.

Improvements:

- Wizard functionality for quick self-setup (direct to client) - on the roadmap
- Increase flexibility within product settings to personalise the results to client's requirements
- Additional function to automatically optimise
- Sitelinks template creation (planned development)
- Price extension template creation (planned development)
- Ability to offer a White Label version of the product (for agencies)
- Different payment methods - monthly vs pay as you use (credits)
- Demo account access functionality
- Access to BETA accounts (mainly for sales people)

- Access to future roadmap (new features)
- Expand media reach (Facebook and Display)
- Include community help desk feature (questionable)
- Include spend level alerts for upselling opportunities
- Ability to set the minimum quantity an item must have to be listed on each marketplace – prevent spending money on promoting low stock items, when that marketing spend could be spent on high stock products (and allow free channels (direct/SEO) to take the low stock sales. (check if function is / not already available)
- Ability to include all feature within UI, but grey out unavailable options (promoting additional features)
- Include other features such as a keyword discover tool (https://landing.semrush.com/keyword-research-tool-2/uk.html)
- Facebook (Portfolio Manager)
- Different

Product System

- Offer the products as 1 full automated inventory and ad creation system
- Work with agencies to provide a white label version of the software
- Export results to 3rd party systems to further offer insight work.
- Work with another tool to allow automatic optimisation (Forecaster)
- Multi-channel
- Different territories / languages
- Facebook (Portfolio Manager)
- International use
- Local promotions/ads
- Monthly subscription (cheaper annual payment)
- One off – just account auditor
- Tier 1 – Account Auditor (one off and basic set of checks), PM & FM sample size of feed and campaigns created
- Tier system – Feed Manager – limited product number/range
- Tier system – Feed Manager – limited by number of partners
- Tier system – Portfolio manager – Limited by number of templates
- Tier system – Portfolio manager – Limited by account number/size
- Can add various bolt ons (Promotion scheduler, Retail module, Travel agency module, etc.)
- Bespoke – consultation
- Tiers may vary by monthly number of hours of support available for free

Service
Create value beyond the product | wow consumers

- Personised service | Provide a dedicated account manager
- Ensure the account manager is local to the client
- Provide a self-service option
- Give clients free access to the roadmap (new features)
- Dedicated resource for agencies
- Community helpdesk
- 24/7 generic support
- Video center
- Live chat
- Feature requests (customers influencing the product roadmap)
- Bespoke development

- Bolt on support
- Pay to move features to front of roadmap
- In higher tiers include few hours of custom development
- Try before buy
- Free account auditor (limited number of checks and just one audit possible)
- Feed Manager (upload feed sample and see on it how the output looks, no publishing to partners)
- Portfolio Manager (sample feed uploaded from Feed Manager to Portfolio Manager. One template can be created and then see in Account Explorer how the output campaign structure and ads will look. No publishing possible)
- For Account auditor allow simple online transactions to buy one audit

Rewards:

- Discounts if you upgrade package
- Free once a month run of AA | Insights
- Discounts for longer subscriptions
- Partner with Google to offer discounts i.e. £75 free AdWords vouchers for new accounts.

Guarantees:

- SLAs
- Guaranteed reply time

How to deliver the service to the consumer

- Extend brand to conferences, sponsorships of related products/services, and partner with other agencies, providing a white label equivalent
- Consider free trials / free use of account auditor as a lead generator
- Cross selling / upselling – Insights and Forecaster
- Deliver to both direct and agencies (consider profit sharing)
- For agencies the approach should be they either can use the whole solution or incorporate the parts they are missing into their system

How do you represent your offering and business

Middle to large sized companies, providing a consistent high-quality service, which is competitive priced, aimed towards medium to large sized companies.

Target - SaaS logo (one for all) – part of Forecaster branding

Forecaster website

Marketed also through Summit website

Key components:

 "Ultimate control with minimum labour"

No formal certification needed as it should be easy to use and this would contradict that

Google recommended (if we can get this from Google)

Testimonials from people

Awards

 "Predict. Perform. Profit." markets – retail based on how frequent their products/services change price.

Profit Model

Provide a white label equivalent to be used by 3rd party agencies

Include a spend hit freshhold alert that alerts their client manager of a potential to offer an upgrade / provide additional services, such as Forecaster and insight projects.

Mid-level pricing – pricing for both quality whilst competitively priced against competitors, within 3 tiers: bronze, silver and gold.

Monthly fees VS usage fee – offer discounts for longer subscriptions i.e. 20% off for a 12-month subscription.

Upsell:

- Feed optimisation
- Packages (to increase the level of support if and when required)
- Training - provide extra training (setup and product)

Cross sell:

- Insights
- Forecaster